What is claimed is:

than a predetermined amount.

1. A method of correcting an audio level of a stored program asset, comprising:

retrieving a stored program asset, the asset having audio encoded at a first loudness setting;

identifying dialog of the audio of the asset;

determining a loudness of the dialog;

comparing the determined loudness to the first loudness setting; and

re-encoding the asset at a second loudness setting corresponding to the
second loudness, if the first loudness setting and the determined loudness are different by more

2. The method of claim 1, wherein the audio is encoded at a DIALNORM setting, the method comprising:

determining a loudness of the dialog, wherein the determined loudness is a DIALNORM of the dialog.

- 3. The method of claim 1, comprising identifying the dialog by: dividing the audio into time intervals; determining a loudness of each time interval; and identifying time intervals with intermediate loudnesses.
- 4. The method of claim 3, comprising:

  determining the loudness of each time interval based on psycho-acoustic criteria.

- The method of claim 4, comprising:determining the loudness of each time interval based on Leq (A).
- 6. The method of claim 3, further comprising:discarding time intervals with high and low loudnesses.
- 7. The method of claim 3, comprising:

  identifying time intervals with intermediate loudnesses by creating a histogram of the loudnesses of the intervals.
- 8. The method of claim 3, further comprising:

  determining a loudness of the time intervals having an intermediate loudness.
- 9. The method of claim 8, comprising determining the loudness of the time intervals having intermediate loudnesses by:

computing a function of the loudnesses of the time intervals having intermediate loudness.

- 10. The method of claim 9, wherein:
- the function is an average, a mean or a median of the loudnesses of the time intervals having intermediate loudness.
- 11. The method of claim 8, wherein determining the loudness of the time intervals having intermediate loudnesses comprises:

determining a DIALNORM of the time intervals having intermediate loudnesses.

- 12. The method of claim 1, further comprising:correcting compression of the audio of the program.
- 13. The method of claim 1, further comprising, prior to retrieving the stored program asset:

receiving a program from a source; and storing the program in memory as an asset for later transmission.

- 14. The method of claim 1, further comprising:

  demultiplexing the audio from the program asset, prior to identifying the dialog.
  - 15. The method of claim 1, further comprising:decompressing the audio, prior to identifying the dialog.
- 16. The method of claim 15, further comprising:

  decompressing the audio by converting the audio to a pulse coded modulation format.
- 17. The method of claim 1, further comprising:

  performing automatic gain control on the audio, prior to identifying the dialog.
  - 18. The method of claim 1, further comprising: filtering the audio, prior to identifying the dialog.

- 19. The method of claim 1, comprising identifying the dialog by: filtering the audio.
- 20. The method of claim 19, comprising:

  filtering the audio outside of a range of from about 100 Hertz to about

  1,000 Hertz.
- 21. The method of claim 1, further comprising:

  retrieving a second stored program asset, the second asset comprising audio encoded at a third loudness;

identifying dialog of the asset;

determining a fourth stored loudness of the dialog;

comparing the fourth loudness to the third loudness; and

re-encoding the asset at the fourth loudness, if the third loudness and the

fourth loudness are different by more than a predetermined amount.

- 22. The method of claim 1, comprising retrieving an asset comprising a program, a chapter of a program, or an advertisement.
  - 23. The method of claim 1, further comprising: storing the asset with the re-encoded loudness setting.
- 24. The method of claim 1, wherein the audio is encoded at a normalized loudness setting, the method further comprising:

normalizing the determined loudness of the dialog;

comparing the normalized determined loudness to the normalized loudness setting; and

re-encoding the asset at a second loudness setting corresponding to the normalized determined loudness if the first loudness setting and the normalized determined loudness are different by more than a predetermined amount.

25. A method of correcting an audio level of a stored program asset, comprising:

retrieving a stored program asset, the asset comprising audio having an encoded DIALNORM setting;

demultiplexing the audio from the retrieved asset;

decompressing the audio;

identifying dialog of the audio;

determining a DIALNORM of the dialog;

comparing the determined DIALNORM to the encoded DIALNORM

setting;

re-encoding the asset at the determined DIALNORM if the encoded DIALNORM and the determined DIALNORM are different by more than a predetermined amount; and

storing the asset with the re-encoded DIALNORM.

26. The method of claim 25, comprising identifying dialog by: dividing the audio into time intervals; determining a loudness of each time interval; and identifying time intervals with intermediate loudnesses.

- 27. The method of claim 26, comprising:

  identifying time intervals with high, intermediate and low loudnesses by creating a histogram.
- 28. The method of claim 25, comprising:

  decompressing the audio by converting the audio into a pulse code
  modulation file.
- 29. The method of claim 28, further comprising:

  performing automatic gain control on the pulse code modulation file prior to identifying the dialog.
  - 30. The method of claim 25, further comprising: filtering the audio.
  - 31. The method of claim 25, further comprising: correcting compression of the audio.
- 32. A method of processing an audio level of a stored program asset, comprising:

retrieving a stored program asset, the asset having audio encoded at a

loudness setting;

identifying dialog of the asset;
determining a loudness of the dialog; and
comparing the determined loudness to the loudness setting.

33. A system for correcting an audio level of a stored program asset, the system comprising:

means for retrieving a stored program asset, the asset having audio encoded at a first loudness setting;

means for identifying dialog of the asset;

means for determining a loudness of the dialog; and

means for re-encoding the asset at a second loudness setting corresponding to the determined loudness, if the first loudness setting and the determined loudness are different by more than a predetermined amount.

- 34. The system of claim 33, further comprising: means for storing the asset.
- 35. A system for correcting an audio level of a stored program asset, the system comprising:

memory to store the program asset, the asset having audio encoded at a first loudness setting; and

a processor coupled to the memory, the processor being programmed to: retrieve a stored program asset,

identify dialog of the asset;

determine a loudness of the dialog; and

re-encode the asset at a second loudness setting corresponding to the determined loudness, if the first loudness and the second loudness are different by more than a predetermined amount.

36. The system of claim 35, wherein the audio is encoded at a DIALNORM setting and the processor is programmed to:

determine DIALNORM of the dialog.

- 37. The system of claim 36, wherein the processor is programmed to:

  determine a DIALNORM of the intervals in the immediate category;
- 38. The system of claim 35, wherein the processor is programmed to identify the dialog by:

dividing the audio into time intervals;
determining a loudness of each time interval; and
identifying time intervals with intermediate loudnesses.

- 39. The method of claim 38, wherein the processor is programmed to:

  determine the loudness of each time interval based on psycho-acoustic criteria.
  - 40. The system of claim 39, wherein the processor is programmed to: determine the loudness based on Leq (A).
  - 41. The system of claim 38, wherein the processor is further programmed to: discard time intervals with high and low loudnesses.
- 42. The system of claim 38, wherein the processor is programmed to: identify time intervals with intermediate loudnesses by creating a histogram of the loudnesses of the intervals.

- 43. The system of claim 38, wherein the processor is programmed to:

  determine a loudness of the time intervals in the intermediate category.
- 44. The system of claim 35, wherein the processor is programmed to: correct compression of the audio of the program.
- 45. The system of claim 35, wherein the processor is further programmed to: receive the program from a source; store the program in memory for later transmission; and retrieve the program from memory.
- 46. The system of claim 35, wherein the processor is further programmed to: demultiplex the audio from the program.
- 47. The system of claim 35, wherein the processor is further programmed to: decompress the audio.
- 48. The system of claim 47, wherein the processor is further programmed to:

  decompress the audio by converting the audio to a pulse coded modulation
  format.
- 49. The system of claim 35, wherein the processor is further programmed to:

  perform automatic gain control on the audio prior to identifying the first
  and second loudness levels.
  - 50. The system of claim 35, wherein the processor is further programmed to: filter the audio.

51. The system of claim 35, wherein the processor is further programmed to identify the dialog by:

filtering the audio.

52. The system of claim 35, wherein the audio is encoded at a normalized loudness setting and the processor is programmed to:

determine a normalized loudness of the dialog; and
re-encode the asset at a second loudness setting corresponding to the
normalized determined loudness, if the first loudness setting and the normalized determined
loudness are different by more than a predetermined amount.

53. A method of encoding audio of a program, comprising:

receiving a program, the program having audio encoded at a first loudness setting;

identifying dialog of the program;

determining a loudness of the dialog;

comparing the determined loudness to the first loudness setting; and
encoding the program for storage at the second loudness setting, if the first
loudness setting and the second loudness are different by more than a predetermined amount.

54. The method of claim 53, comprising identifying the dialog by:

dividing the audio into time intervals as the audio is received;

determining a loudness of each time interval as the interval is divided; and identifying time intervals with intermediate loudness after at least a portion of the audio of the entire program is received.

- 55. The method of claim 53, comprising:

  determining the loudness of each time interval based on psychoacoustic criteria.
  - 56. The method of claim 55, comprising:

    determining the loudness of each time interval based on Leq (A).
- 57. The method of claim 53, further comprising:

  normalizing the determined loudness of the time intervals having intermediate loudnesses.
- 58. The method of claim 57, wherein the normalized loudness setting is a DIALNORM setting, the method comprising determining the normalized loudness by:

  determining a DIALNORM of the time intervals having intermediate loudnesses.
- 59. A system for encoding audio of a program, comprising:

  a receiver to receive a program, the program having audio encoded at a

  first loudness setting; and

a processor programmed to:

identify dialog of the program;

determine a loudness of the dialog;

compare the determined loudness to the first loudness setting; and encode the program for storage at a second loudness setting

corresponding to the second loudness, if the first loudness setting and the determined loudness are different by more than a predetermined amount.

60. A method of encoding audio of a program, comprising:
retrieving a stored program, the program comprising audio;
identifying dialog of the audio;
determining a loudness of the dialog; and
encoding the program at a loudness setting corresponding to the

## determined loudness.

- 61. The method of claim 60, comprising identifying the dialog by:
  dividing the audio into time intervals;
  determining a loudness of each time interval;
  identifying time intervals with intermediate loudnesses; and
  determining a loudness of the time intervals with intermediate loudnesses.
- 62. The method of claim 60, further comprising:
  transmitting the program with the encoded loudness setting.
- 63. The method of claim 60, comprising:

  determining the loudness of each time interval based on psychoacoustic criteria.
  - 64. The method of claim 63, comprising:

    determining the loudness of each time interval based on Leq (A).
- 65. The method of claim 60, further comprising:

  normalizing the determined loudness of the time intervals having intermediate loudnesses.

66. The method of claim 65, comprising determining the normalized loudnessby:determining a DIALNORM of the intervals having intermediate

loudnesses.

- 67. The method of claim 60, further comprising:

  determining a compression value for the audio
- 68. A system for encoding audio of a program, comprising:

  memory to store the program, the program comprising audio; and
  a processor programmed to:

retrieve the stored program;
identify dialog of the audio;

determine a loudness of the dialog; and

encode the program at a loudness setting corresponding to the

determined loudness.

69. The system of claim 68, wherein:

the processor is programmed to identify dialog by:

dividing the audio into time intervals;

determining a loudness of each time interval; and

identifying time intervals with intermediate loudnesses; and

the processor is programmed to determine the loudness of the dialog by:

determining a loudness of the time intervals with intermediate

loudnesses.

- 70. The system of claim 68, further comprising:

  a transmitter coupled to the processor, to transmit the program with the encoded loudness setting.
  - 71. The system of claim 68, wherein the processor is further programmed to: determine a compression value for the audio.